

RECEIVED  
CENTRAL FAX CENTER

BENNETT JONES

FEB 05 2007  
FAX MESSAGE

Commissioner of Patents and Trademarks  
United States Patent and Trademark Office  
Washington, DC 20231  
U.S.A.

**Bennett Jones LLP**  
Suite 3400 One First Canadian Place  
P.O. Box 130  
Toronto Ontario  
M5X 1A4

Tel 416.777.7490  
Fax 416.863.1716

FAX NO. 1-571-273-8300

PHONE NO.

DATE February 5, 2007

This is the first page of 7

If all pages not received, call 416.777.4877 or email Taroffsrv@bennettjones.ca for assistance.

FROM William B. Vass

LAWYER NO 1217 FILE NO 50319-20

Original Status - Retained on File

This facsimile was successfully transmitted at:

# MESSAGE

**Re: U.S. Application No. 10/709,298**  
**Filed: April 27, 2004**  
**First Named Inventor: SIMPSON, Todd Garrett**

**Attached:** Transmittal Form  
Reply to Notice of Non-Compliant Amendment  
Drawings (4 sheets)

DMSTORLegal\000850\01217435230v1

THIS MESSAGE IS INTENDED ONLY FOR THE USE OF THE ADDRESSEE AND MAY CONTAIN INFORMATION THAT IS PRIVILEGED AND CONFIDENTIAL. IF YOU ARE NOT THE INTENDED RECIPIENT, OR THE EMPLOYEE RESPONSIBLE FOR DELIVERING THE MESSAGE TO THE INTENDED RECIPIENT, YOU ARE HEREBY NOTIFIED THAT ANY DISSEMINATION OF THIS COMMUNICATION IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS COMMUNICATION IN ERROR, PLEASE NOTIFY US IMMEDIATELY BY TELEPHONE. THANK YOU.

CALGARY • EDMONTON • TORONTO



PTO/SB/21 (08-06)

Approved for use through 03/31/2007. OMB 0651-0031  
U.S. Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	10709288
	Filing Date	April 27, 2004
	First Named Inventor	Simpson, Todd Garrett
	Art Unit	3825
	Examiner Name	Mike Arapetian
	Attorney Docket Number	50319-20/WBV
Total Number of Pages in This Submission		

RECEIVED  
CENTRAL FAX CENTER

FEB 05 2007

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.63	<input checked="" type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD  Remarks	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below):

## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Bennett Jones LLP, Customer Number 64631		
Signature	<i>William B. Vass</i>		
Printed name	William B. Vass, Bennett Jones LLP		
Date	Feb. 5, 2007.	Reg. No.	36,416

## CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:			
Signature	<i>William B. Vass</i>		
Typed or printed name	William B. Vass, Regn. No. 36,416	Date	Feb. 5, 2007.

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

RECEIVED  
CENTRAL FAX CENTER

FEB 05 2007

Our File: 50319-0020/WBV

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In the Matter of Patent Application:**

Serial No. : 10/709,298  
Applicant : Simpson et al.  
Filing Date : April 27, 2004  
Title : METHOD AND SYSTEM OF PROVIDING LOCATION SENSITIVE  
BUSINESS INFORMATION TO CUSTOMERS  
Art Unit : 3625  
Examiner : Mila Airapetian

---

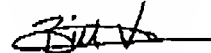
To: Commissioner of Patents  
United States Patent and Trademarks Office  
Washington, D.C. 20231

Dear Sir:

This is in reply to the Notice of Non-Compliant Amendment dated January 4, 2007, a reply to which is due February 4, 2007.

In response to the Notice of Non-Compliant Amendment, the drawing sheets have been annotated as "Replacement Sheets". It is believed that the drawing sheets are compliant and this reply is responsive to the outstanding matter raised in the Notice. Should anything further be required, please contact Bill Vass at (416) 777-7490.

Respectfully submitted,  
SIMPSON et al.



February 5, 2007  
Toronto, Ontario  
CANADA

William B. Vass  
Registration No. 36,416

/s/